

# **“Sarmat” and “Zhygulivske” beer brands enter market in Georgia**

Ukraine, June 17, 2011

**"Miller Brands Ukraine" company, a SABMiller plc group's subsidiary production unit, enters into contract with T&D (Trade & Development), the Georgian company, for supplying "Sarmat" and "Zhygulivske" beer brands to the Georgian market in the end of May, 2011.**

"Miller Brands Ukraine" company starts the development of the Georgian market with the capital of Georgia. "Sarmat" and "Zhygulivske" beer brands appear on sale in Tbilisi in June. Currently, the products of "Miller Brands Ukraine" company are being sold in 70% (more than 2,000) of all trade outlets of the capital of Georgia. The brands are also represented in 9 of the largest regions of Georgia, which is 40% (1,800) of all trade outlets. In the near future, it's being planned to expand market representation of "Sarmat" and "Zhygulivske" by increasing volumes of supplies to the districts.

The products of the Donetsk brewery acquired by SABMiller plc in 2008 were represented in Georgia before. Those supplies, however, were irregular. After "Miller Brands Ukraine" concludes a distribution agreement, the products' supply will be performed on a regular basis. As of today, the volume of supplies has been increased 12 times, and the numbers are expected to grow as the company plans mass advertising of its products.

*"The beer market in Georgia is now actively growing; it's on the fast track. Its potential allows us to count on a certain product niche that our brands can occupy," says Yuriy Usharov, Sales Director, "Miller Brands Ukraine." "We are positive our beer can give both local and international brands represented on the Georgian market a good run."*

*"'Sarmat' and 'Zhygulivske' are well-known, even legendary, brands in Georgia. Our consumers not only enjoy the taste of genuine classic beer, but also feel nostalgic for, say, 'Zhygulivske' brand which they remember and have loved for decades." Nukri Totradze, Business Development Director of Trade & Development, comments on the beginning of the partnership, "We put high hopes on 'Sarmat' and 'Zhygulivske,' and we are sure they will succeed on the Georgian market."*

## **About SABMiller plc**

SABMiller plc is one of the world's largest brewers, with brewing interests and distribution agreements across six continents. The group's wide portfolio of brands includes premium international beers such as Pilsner Urquell, Peroni Nastro Azzurro, Miller Genuine Draft (draught) and Grolsch, as well as leading local brands such as Aguila, Castle, Miller Lite, Snow and Tyskie. SABMiller is also one of the world's largest bottlers of Coca-Cola products.

## **About Miller Brands Ukraine**

PJSC Miller Brands Ukraine is a subsidiary of SABMiller plc. In July, 2008 SABMiller plc acquired 99.84% of JSC Sarmat. At the end of 2010 the company changed the name from JSC Sarmat to PJSC Miller Brands Ukraine. The brand portfolio of Miller Brands Ukraine includes local brands like Sarmat and Zhygulivske, as well as well-known international brands: Miller Genuine Draft (draught) (imported), Zolotaya Bochka (Russian premium brand, produced in Ukraine under licence), Velkopopovicky Kozel (Czech premium brand, produced in Ukraine under licence) and Amsterdam Mariner (Dutch brand, produced in Ukraine under licence).

*This SABMiller subsidiary news release has been translated from its local market language to English language for publication on [www.sabmiller.com](http://www.sabmiller.com). We have attempted to provide an accurate translation of the original material but due to the difficulties of translation slight differences may exist.*